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To: Company: Fax Number: Tel Number:
Examiner: U.S. Patent and Trademark Office 571 - 273 - 8300
Yehleaga Retta Art Unit 3622

From Dariush G. Adli
Date: November 16, 2006

For internal purposes only: Please Return Fax to Nancy N.

Client number: 81747.0191

Time:

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Total number of pages incl. cover page: 17

Confirmation number:

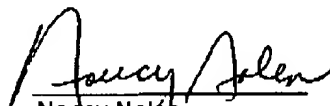
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MESSAGE:

RE: U.S. Patent Application Serial No.: 09/818,125; Our Ref. 81747.0191
I hereby certify that the following documents:

- ☒ Amendment Transmittal Letter.
☒ Amendment

November 16, 2006
Date of Deposit


Nancy Nolen

are being facsimiled to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1400, for filing in the above-identified application.

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WLA - 011747000191 - 329202 v1

FORM JTO-1083

Attorney Docket No. 81747.0191

Patent Application No. 09/818,125

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of:

Masahiro MINOWA

Serial No. 09/818,125

Filed: March 26, 2001

For: MI THOD, COMPUTER PRODUCT AND NETWORK
SYSTEM FOR RECEIVING AND PLACEMENT ...
INFORMATION

Art Unit: 3622

Examiner: Yehdega Retta

NOV 16 2006

I hereby certify that this correspondence is
being transmitted via facsimile to:
(571) 273-8300:

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450, on
November 16, 2006

Date of Deposit
Nancy Nolen
Name
Signature *Nancy Nolen* 11/16/06
Date

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

☒ No additional fee is required.

The fee has been calculated as shown below:

The fee 11. is been calculated as shown below:								
	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR		(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	23	-	23	**	0	LG=\$50 SM=\$25	\$0	\$ 0
INDEPENDENT CLAIMS FEE	4	-	4	***	0	LG=\$200 SM=\$100	\$0	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS							LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180	\$ 0
ADDITIONAL SIZE FEE (IF ANY) (TOTAL PAGES OF SPEC AND DRAWINGS TOGETHER)					\$250 FOR EACH ADDITIONAL 50 SHEETS		\$ 0	
Independent Claims 1, 16, 22, 23 TOTAL								\$ 0

* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

☐ Please charge the fee of \$ for the additional claim fees to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

☐ Please charge the fee of \$ for the extension of time to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims

☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,
HOGAN & HARTSON L.L.P.

By: *Darius G. Adli*

Darius G. Adli
Registration No. 51,386
Attorney for Applicant(s)

Date: November 16, 2006

1999 Avenue of the Stars, Suite 1400
Los Angeles, California 90067
Telephone: 310 785-4600
Facsimile: 310 785-4801

FORM PTO-1083

Attorney Docket No. 81747.0191
Patent Application No. 09/818,125

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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NOV 16 2006

In re application of:

Masahiro MINOWA

Serial No 09/818,125

Filed: March 26, 2001

For: METHOD, COMPUTER PRODUCT AND NETWORK
SYSTEM FOR RECEIVING AND PLACEMENT ...
INFORMATION

Art Unit: 3622
Examiner: Yehdega Retta

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being transmitted via facsimile to:
(571) 273-8300:

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450, on
November 16, 2006

Date of Deposit
Nancy Nolen
Signature *Nancy Nolen* 11/16/06
Date

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir

Transmitted herewith is an amendment in the above-identified application.

☒ No additional fee is required.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	23	-	23 **	0	LG=\$350 SM=\$25	\$0	\$ 0
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FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$380 SMALL ENTITY FEE = \$180		\$ 0
ADDITIONAL SIZE FEE (IF ANY) (TOTAL PAGES OF SPEC AND DRAWINGS TOGETHER)				\$250 FOR EACH ADDITIONAL 50 SHEETS		\$ 0	
Independent Claims 1, 16, 22, 23 TOTAL							\$ 0

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Respectfully submitted,
HOGAN & HARTSON LLP

By: *Darius G. Adli*
Darius G. Adli
Registration No. 51,386
Attorney for Applicant(s)

Date: November 16, 2006

1999 Avenue of the Stars, Suite 1400
Los Angeles, California 90067
Telephone: 310 785-4600
Facsimile: 310 785-4601

App'l. No. 09/818,125
Am't. Dated November 16, 2006
Reply to Office Action of August 23, 2006

Attorney Docket No. 81747.0191
Customer No.: 26021

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: application of:
Masahiro MINOWA
Serial No: 09/818,125
Confirmation No.: 8629
Filed: March 26, 2001
For: METHOD, COMPUTER PRODUCT
AND NETWORK SYSTEM FOR
RECEIVING AND PLACEMENT
PROCESSING OF ADVERTISING
INFORMATION

Art Unit: 3622

Examiner: Yehdega Retta

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450, on
November 16, 2006
Date of Deposit

Nancy Nolen

Name

Signature

11/16/06
Date

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated August 23, 2006, please amend the
above-referenced application as follows:

Amendments to the Claims are reflected in the listing of claims which
begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.